

WHAT IS CLAIMED IS:

1. A method of sticking a polarizer to a substrate, characterized in that while moving a substrate in one direction along a conveyance line from a carry-in side to a carry-out side, a separate sheet of a polarizer is peeled to expose an adhesive layer, and the polarizer is stuck to said substrate.

2. The method of sticking a polarizer to a substrate according to claim 1, characterized in that the polarizer is stuck to said substrate in a state where a horizontal surface parallel with the movement direction of said substrate, of a mounting surface of said polarizer is tilted.

3. The method of sticking a polarizer to a substrate according to claim 1, characterized in that at the time of sticking a polarizer to said substrate, said polarizer is stuck with an end portion of said polarizer held.

4. An apparatus for sticking a polarizer to a substrate, comprising:

a conveyance line for moving a substrate in one direction from a carry-in side to a carry-out side;

a polarizer sticking unit for holding a polarizer; and

a peel unit for peeling a separate sheet which is preliminarily adhered on a surface of said polarizer held,

characterized in that said polarizer sticking unit has a sticking roller for pressing said polarizer against the substrate in a sticking position which is set in said conveyance line to thereby stick said polarizer onto the substrate.

5. The apparatus for sticking a polarizer to a substrate according to claim 4, characterized by further comprising a mechanism for holding an end portion of the polarizer while moving so as to follow the movement of said polarizer.

6. The apparatus for sticking a polarizer to a substrate according to claim 4, characterized in that said polarizer sticking unit has a mounting surface tilting mechanism for tilting a horizontal surface parallel with the movement direction of said substrate, of the mounting surface of said polarizer at the time of sticking the polarizer to said substrate.

7. The apparatus for sticking a polarizer to a substrate according to claim 4, characterized in that said sticking roller is rotatably supported by a roller supporting member, and the roller supporting member is supported in an elevation box which is elevated by a driver

via a cushioning material.

8. The apparatus for sticking a polarizer to a substrate according to claim 4, characterized in that a press roller mechanism for sandwiching said substrate in corporation with said sticking roller is provided in a position opposite to said sticking roller.